Two KEDGE Business School professors win the 2018 Sidney Levy Award

Two KEDGE Business School professors have received the 2018 Sidney Levy Award for the article *Selling Pain to the Saturated Self*, co-written by Bernard Cova, KEDGE Professor, Julien Cayla, Professor at Nanyang Business School in Singapore and Associate Professor at KEDGE, with Rebecca Scott, a senior lecturer at Cardiff University, whose doctoral work is the basis of this research, published in the Journal of Consumer Research. The awards ceremony took place on Friday 29 June at the Consumer Culture Theory Conference at the University of Southern Denmark in Odense.

The Sidney Levy Award is the most prominent award for academic research conducted on the subject of consumption. It is presented by the Editor-in-Chief of the Journal of Consumer Research, a highly reputed publication that ranks among the top 20 in the field of management across all disciplines.

"This is a great reward that illustrates the expertise of KEDGE and its teachers as well as the excellence of their work in the field of marketing and consumer theories," says KEDGE Director General, José Milano.

"I am honoured that our article has received the Sidney Levy Award for outstanding research in the world of consumerism at the international level," says Bernard Cova, marketing professor at KEDGE.

In previous years, the prize was awarded by the editor and Sydney Levy himself, who founded the journal in the early 70s. Following Sydney Levy's recent passing, at the age of 92, the ceremony on 29 June was a particularly emotional one.

About the Journal of Consumer Research:
The Journal of Consumer Research is a bi-monthly, peer-reviewed journal that covers research on all aspects of consumer behaviour, including psychology, marketing, sociology, economics, anthropology, and communications. It was founded in 1974 and originally published by the University of Chicago Press. As of 2015, it is published by the University of Oxford. The journal had an impact factor of 3,800 in 2016, ranking it 19th out of 121 journals in the Business category.

About Bernard Cova:
Bernard Cova is a professor at KEDGE Business School where he teaches the sociology of consumption and marketing. Based on an ethno-sociological point of view, his work on societal approaches to consumption, right from the early 90s, laid the foundations for current developments on the role of the market and brands in building the identity of our contemporaries.

[https://kedge.edu/annuaire/Bernard-COVA](https://kedge.edu/annuaire/Bernard-COVA)

About the Marketing Center of Excellence:
The Marketing Center of Excellence, run by Prof. Boris Bartikowski, focuses on companies and markets on the one hand, and consumers and consumption on the other. For the last three years, major emphasis has been placed on the following areas from a research and development perspective, namely on Purchasing and Market Studies within the B2B field, and on Branding, Consumer Culture Theory, Customer Relationship Marketing, Digital Marketing, Entertainment, and Innovations in Services within the B2C field. This has enabled a collective research approach with significant results. A team of 35 researchers is currently involved in multiple projects that are paying off in terms of results and teaching and sectoral impact.

Several members of the centre are researchers with worldwide recognition, as demonstrated by their editorial board memberships and regular publications in highly-recognised journals (e.g.: Canadian Journal of Administrative Sciences, Consumption Markets & Culture, Industrial Marketing Management, Journal of Brand...
About KEDGE Business School:
KEDGE is a leading French business school with four campuses in France (Paris, Bordeaux, Marseilles and Toulon), three abroad (Shanghai, Suzhou and Dakar) and three partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (including 25% coming from abroad), 183 professors (including 44% coming from abroad), 275 international academic partners and 60,150 alumni around the world. KEDGE offers 36 programmes in management, designed for students and industry professionals. It also provides tailor-made educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Écoles. It is also recognised by the French government, with labelised programmes, and has obtained the EESPIG label. KEDGE was ranked 40th by the Financial Times in the European Business School ranking and 37th globally in its Executive MBA ranking.

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Press Contacts:
Julien RAVIER Tel. +33 (0) 671 535 161 / julien.ravier@kedgebs.com
Boris GALINAT Tel. +33 (0) 556 842 212 / boris.galinat@kedgebs.com
Angélique GERMAIN - Tel. +33(0) 556 846 343 / angelique.germain@kedgebs.com